



2017 Webinar Training Schedule January – September

West Virginia District Office
320 West Pike Street, Suite 330
Clarksburg, WV 26301

www.sba.gov/wv



Capital

Alternative Financing Options for Small Business

Getting a small business loan from a conventional lender isn't as easy as it used to be! This intensive, half hour webinar explores alternatives to commercial bank loans.

- [2/9/2017](#)
- [8/10/2017](#)
- [5/11/2017](#)

Am I Making Money?

Understanding the Numbers Behind Your Business Finances!

Financial statements contain important information about your company's operations and finances, information you need to make better business decisions. Join us for a basic primer on understanding the numbers behind your business.

- [3/16/2017](#)
- [9/21/2017](#)
- [6/22/2017](#)

Getting a Bank Loan

Join us to learn the keys to walking into a bank and walking out with a business loan. SBA's Leo Lopez, a former commercial loan officer, breaks through the myths and tells you how to make the lender say "Yes."

- [1/12/2017](#)
- [7/13/2017](#)
- [4/13/2017](#)

Cracking the Credit Code: Credit Reports & Scores Explained

Your credit score can impact everything - from where you live to how much you pay for insurance. Now is the time to learn how credit reports and scores really work! John Jackson, from Consumer Credit Counseling Services of the Mid-Ohio Valley, explains factors that influence credit scores, how to dispute errors, and more.

- [2/2/2017](#)
- [4/6/2017](#)
- [6/1/2017](#)
- [8/3/2017](#)

Crowdfunding Basics

Crowdfunding is a rapidly growing industry that can be used to finance small business start-up and growth. Join us as we provide a rapid overview on the different types of crowdfunding and discuss rewards-based crowdfunding and the keys to success.

- [3/9/2017](#)
- [6/8/2017](#)

Contracting

HUBZone Certification

If your small business is located in an economically depressed area you may be eligible for three percent of a government agency's spending. Join us and learn more about the HUBZone Certification.

- [1/12/2017](#)
- [2/9/2017](#)
- [3/9/2017](#)
- [6/8/2017](#)

SBA Certification Programs

If you are looking for a competitive advantage in federal government contracting it's time for you to consider one of SBA's small business certifications. This webinar provides a brief eligibility overview of WOSB, HUBZone certification and the 8(a) Disadvantaged Business program.

- [1/12/2017](#)
- [2/9/2017](#)
- [3/9/2017](#)
- [6/8/2017](#)
- [8/10/2017](#)

WOSB Certification

Take your business to the next level in government contracting as a certified woman-owned business. We'll talk about what industries are covered, eligibility and pitfalls to avoid.

- [1/12/2017](#)
- [2/9/2017](#)
- [3/9/2017](#)
- [6/8/2017](#)
- [8/10/2017](#)

Selling to the Government

This webinar provides an overview of the basic tools needed to sell your goods or services to the government, including the System for Award Management, the Federal Procurement Data System, and the Dynamic Small Business Search database.

- [1/12/2017](#)
- [2/9/2017](#)
- [3/9/2017](#)
- [6/8/2017](#)
- [7/13/2017](#)
- [8/10/2017](#)

Business Preparation

Business Opportunity Recognition

The success of your business depends on you recognizing real opportunity when you see it. Join us as we provide insight into finding and assessing business opportunities.

- [1/9/2017](#)
- [4/5/2017](#)

LLC v. S-Corp: Which is Right for You?

Choosing the right business structure can be confusing and have long-term consequences. Join us as we discuss key differences.

- [2/16/2017](#)
- [8/17/2017](#)
- [5/18/2017](#)

5 Strategies to Boost Business Networking Skills

Business networking is more than bumping into a potential customer. This webinar introduces you to five fundamental strategies that kick start your ability to target and grow your client base. Learn tips on building business relations, maximizing networking events, effective communications skills, and using social media.

- [5/16/2017](#)

Closing the Sale

What is the hardest part of sales? Closing! SBA's Larry Batten will take you through the concrete tips and tricks you can use to help seal the deal on your next sales call.

- [1/18/2017](#)

LinkedIn Essentials

LinkedIn is the world's largest professional network. This crash course covers the basics of building a professional reputation to help you increase your connections and ultimately business clients within the network.

- [2/21/2017](#)

7 Things to Know Before You Start Your Business

All small business owners WANT to build a successful business. Success rests on a solid foundation of knowledge. Join us to learn what you may not know. An experienced business team from SBA talks about legal organization, recordkeeping, hiring, financing choices, and no-cost resources available to you, wherever you live.

- [1/17/2017](#)
- [8/15/2017](#)
- [4/18/2017](#)

Basically Business: Phone & VOIP Know-How

Like it or not – we still communicate with customers via phone. How you come across speaks volumes about your business. Use basic mobile phone skills and Skype/Facetime to Know-How to promote your small business.

- [2/9/2017](#)
- [8/10/2017](#)
- [5/11/2017](#)

Basically Business: Social Media Know-How

This basic webinar helps you choose Social Media platforms, and get the most out of them while securing your privacy, connecting with peers, and showcasing your expertise. You do it anyway, so better do it right!

- [3/9/2017](#)
- [6/8/2017](#)

Basically Business: Email Know-How

With over 205 billion business emails sent each day worldwide, it matters that yours stands out. Communicate clearly, using proper format and style. This basic, fast-paced national webinar explores what makes a good signature line, clarifies when to forward, and how to reply, and inspires better content to ensure you make your mark as a business professional.

- [1/12/2017](#)
- [7/13/2017](#)
- [4/13/2017](#)

Risk Management for Your Business

Build a better business by assessing the common risks associated with owning a small business. We cover how to identify both internal and external risks, how to recognize common warning signs, and how to develop a risk management plan that works for you.

- [2/6/2017](#)
- [3/21/2017](#)

Choosing the Right Location for Your Business

Choosing a business location is perhaps the most important decision a small business owner or startup will make, so it requires precise planning and research. It involves looking at demographics, assessing your supply chain, scoping the competition, staying on budget, understanding state laws and taxes, and much more. We have some solid tips to help you choose the right business location.

- [1/25/2017](#)
- [1/25/2017](#)
- [4/12/2017](#)

Independent Contractor or Employee?

It is critical that business owners correctly determine whether the individuals providing services are employees or independent contractors. The misclassification of employees as independent contractors presents one of the most serious problems facing small businesses. Learn the rules!

- [3/2/2017](#)
- [9/7/2017](#)
- [5/4/2017](#)

Registering Your Business in West Virginia

One of the first steps to starting your business in West Virginia is to register with the Secretary of State office. Join us for step by step instructions on how to accomplish this task.

- [3/7/2017](#)

Starting a Business While Working Full Time

If you want to start a business, but are not ready to give up your job because of the security, salary and benefits don't worry you don't have to. Join us to find out how starting a business while working full time can work for you.

- [1/10/2017](#)
- [3/21/2017](#)

Small Business Recordkeeping

Business record keeping can be confusing and a little untidy. Join us as we answer your basic questions about what records every business should be keeping and how.

- [1/19/2017](#)
- [7/20/2017](#)
- [4/20/2017](#)

Veteran

Veteran to Business Owner

There are over 3 million veteran-run businesses in the United States, and veterans are twice as likely to own a business as the general population. Get the information you need to start your own small business and learn about the best resources available to help.

- [1/10/2017](#)
- [3/14/2017](#)
- [2/15/2017](#)
- [4/12/2017](#)

What Employers need to know about the Uniformed Services Employment and Reemployment Rights Act

The purpose of the Uniformed Services Employment and Reemployment Rights Act is to protect employment rights and benefits of persons serving in the uniformed service (who are eligible). Learn what you need to know as an employer to be compliant with USERRA.

- [1/19/2017](#)

Disaster

Business Disaster Planning

Planning for a variety of natural and manmade disasters is critical to protect your employees and getting your business up and running again. Join us for an overview of putting a disaster plan in place for your small business.

- [2/6/2017](#)
- [4/5/2017](#)

This guide provides a schedule of webinars offered by the West Virginia District Office.

Dates are subject to change and trainings are added periodically. For a full list of trainings available and to register for webinars, visit our online calendar at www.sba.gov/wv.

Webinars are in conjunction with SCORE, one of SBA's resource partners. For more information on SCORE visit www.wvscore.org.

The West Virginia Small Business Development Center (SBDC), another SBA resource partner, offers small business coaching and training. Visit their website, www.WVSBDC.org, for more information.

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